



## 2017 Annual Board Meeting Minutes

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*San Diego Hilton Resort  
San Diego, CA  
Sunday, June 18, 2017  
8:00 am – 4:00 pm*

*Meeting Minutes: By Neelam Dorman, T.E.*

### **CALL TO ORDER AND INTRODUCTIONS**

Western District President Mark Spencer called the meeting to order at 8:00 a.m. Attendees at the meeting were:

#### **BOARD MEMBERS:**

Mark Spencer, President  
Neelam Dorman, Secretary-Treasurer (preparer of the meeting minutes)  
Cathy Leong, Past President  
Karen Aspelin, International Director  
Walter Okitsu, International Director  
Alyssa Rodriguez, International Director  
Dalene Whitlock, District Administrator (ex-officio and non-voting member)

#### **COMMITTEE CHAIRS AND GUESTS:**

Justin Link, WesternITE Web Manager  
Amit Kothari, Technical Committee Chair  
Joe De La Garza, Membership Committee Chair and 2017 LAC General Chair  
Tom Mericle, Legislative Committee Chair  
Josh McNeill, Career Guidance Committee Chair  
Kimberly Leung, Richard T. Romer Student Endowment Fund Committee Chair  
Paul Stanis, Public Relations Committee Chair  
Danielle Scharf, Student Initiatives Chair  
Randy McCourt, LAC Liaison  
Jim Barrera, Albuquerque 2016 LAC Co-Chair  
Paul Barricklow, Albuquerque 2016 LAC Co-Chair and Candidate for Secretary-Treasurer  
Devin Moore, Candidate for Secretary-Treasurer  
Carlos Ortiz, Candidate for International Director  
Janna McKhann, Vendor Chair  
Ben Waldman, 2018 LAC Co-Chair  
Aaron Heumann, 2018 LAC Co-Chair  
Ryan Zellers, 2017 LAC  
Chuck Huffine, Traffic Engineering Council Liaison  
Erik Zandvliet, SoCal Section Administrator

Rock Miller  
Lin Zhang, SF Bay Area Section President  
Michael Sanderson, International VP  
Jeff Paniati, ITE Executive Director  
Dennis Acuna, Palm Springs Meeting proposer  
Gianfranco Laurie, Palm Springs Meeting proposer  
George Van Horn, Idaho Chapter President  
KC Yellapu, San Diego Section President  
Cameron Shew, NorCal Section Treasurer

## I. Call to Order and Introductions (Spencer)

- A. Meeting called to order: 8:00 AM by President Mark Spencer
- B. Introductions of all attending – refer to list of attendees on page 1

## II. Approval of Agenda

**Motion:** To approve agenda: Walter, Second: Cathy, Vote: Approved

## III. Items of Record and Consent Agenda (Spencer)

### A. Consent Agenda

1. Approval of January 22, 2016 Mid-Year Board Meeting Minutes
2. Approval of July 10, 2016, Annual Board Meeting Minutes
3. Approval of January 27, 2017, Mid-Year Board Meeting Minutes
4. Selection of 2021 Annual Meeting Host (Joint Meeting with ITE International) – Oregon Section

**Motion:** To approve consent agenda: Walter, Second: Alyssa, Vote: Approved

### A. WesternITE and Communications

1. Spring printed edition and monthly E-news went out. Spotlights on sections/chapters. No special edition as the LAC is printing their programs this year.

### B. Leadership Directory Update

1. Fell under the President's responsibility and updated.

### C. Section/Chapter Visits

1. Alaska Section meeting in Anchorage had 100 attendees. The Alaska Section has only 78 ITE members. Additional travel includes UC Davis Student Chapter, International Annual Meeting - Toronto, and Exchange of Records in September in Orange County.

### D. Travel Policy Revisions

1. Introduced at the Mid-Year meeting and on agenda for action later today.

### E. Action Items

1. Resignation of Dongho Chang and re-assignment of duties
  - Announced this to the membership and did not receive any feedback.
2. Student Endowment Fund – reached its goal and sustained through the past year
3. Public relations task force has prepared great video products for the awards this year and will be moving ahead with the ITE promo video in the coming months.
4. Walter will report on the dues and Van Wagoner Award in his report today.
5. All 13 action items from the Mid-Year Meeting have been completed.

## V. Acting Vice President's Report (Leong)

**A. See items under Past President's Report**

**VI. Secretary-Treasurer's Report (Dorman)**

**A. 2016-2017 Fiscal Year-to-Date Financial Report**

1. Discussed YTD income, which was approximately \$5,000 higher than budgeted due to revenue from the Albuquerque meeting and WesternITE advertisement.
2. Discussed YTD expenses, currently \$10,000 under budget; however, reimbursements from the Annual meeting will likely result in a break-even year.

**B. 2017-2018 Proposed Budget (final vote under New Business)**

1. The proposed budget is similar to the current year with the exception of the following:
  - Public Relations promo video budget of \$5,000
  - Data Collection Projects increase budget to \$6,000
  - Regional Travel Scholarship budget of \$2,000 (provided this year but was not in original budget)
  - Leadership ITE increase budget to \$6,000
  - Student Leadership Summit budget line item of \$1,000

**VII. Past President's Report (Leong)**

**A. Awards**

1. Lifetime and Individual Award winners notified and Paul created great award videos for presentation at the banquet.
2. All plaques/certificates prepared.

**B. Taxes/CA State Tax-Exempt Status**

1. Received our California tax exemption status and filed paperwork to satisfy our requirements for California 2016 taxes.
2. 9 out of 10 Sections that filed Annual Reports have EINs but it's too early to know if they have filed taxes.

**C. Committee Travel Budget**

1. More than half of the budget was unspent after Mid-Year. Rob chose not to take the stipend which increased the Committee Chair travel budget. Board also donated from their travel budget to the Committee Chair budget. We covered all travel cost and reimbursed additional expenses for those who requested hotel coverage for two nights and provided a small ancillary travel budget. Recommend to continue the process to have a Committee Chair travel budget.

**Action Item 1:** Cathy to amend VP duties and travel policy to add annual budgeting of committee chair travel

**Action Item 2:** Mark to contact section boards to ensure that taxes become a part of the board action items.

**A. International Director's Report (Rodriguez)**

1. Under on travel budget expenses even with the added winter meeting in DC and Spring meeting. The budget outcome is the same as in earlier years when International had one fewer meeting.
2. Canadian District Administrator
  - The Canadian District pays up to \$20,000 a year for a consultant to oversee job ads, website, emails, take minutes, run elections, and help with events. They have an automated job ad email from the website that generates \$60,000 in income.
  - Discussion regarding this which led to a recommendation that Mark speak with Gene Chartier from Canadian District when attending the Toronto meeting.

**B. International Director's Report (Okitsu)**

1. Van Wagoner Award
  - Jim Hanks was the originator of the award and collected \$1,000 from members and sent it to headquarters. The direction was to draw from it until it was used up.
  - Discussion led to conclusion that we can keep the name of the award and fund it within the District budget. The remaining fund balance being kept and managed by International is assumed to be zero.

**Motion:** To fund the Van Wagoner Award from the District's budget: Walter, Second: Cathy, Vote: Approved

2. ID duties to be amended as shown in the report

**Action Item 3:** Walter to place initials and revision date in footer of ID duties document and submit to Dalene.

3. Survey to unify all section dues:
  - Dues rate among the 15 sections within Western District range from \$0 to \$35
  - Sent a survey for unified dues at \$25, sections on the extremes had concerns with it.
  - Alaska collects dues internally (\$25). The Fairbanks Chapter keeps the dues it collects and the Anchorage area group acts like a chapter and keeps its own dues.

**C. International Director's Report (Aspelin)**

1. Karen was installed and attended the TexITE meeting as well as presented to the Hawaii Section.
2. Co-chair of the advocacy committee.

**Action Item 4:** Karen to provide article on advocacy for e-news.

**Break 10:00 – 10:15**

**IX. ITE International Remarks**

- A. Executive Director (Paniati)**

1. Goal to add 500 new members, at 250 now
2. Financial stability and tracking efforts include pursuing contract funding and simplifying dues collection.
3. Recommends that Districts act as banker for Student Leadership Summit (SLS) to reduce liability. General question was posed as to whether SLS has diverted attendance away from the District annual meetings.
4. A joint International-Western District meeting in 2021 in Portland is having a problem with whether acceptable and affordable meeting space will be available by then.

**B. International Vice President (Sanderson)**

1. Membership campaign to reach 15,000 members with \$2500 prize to section with highest percentage gain
2. Constitutional amendments:
  - Criteria for members – make ITE more inclusive. Already operating to just have member/non-member so revising constitution. No longer need an engineering degree to be a part of it. Get rid of institute Affiliate. Discussion to remove engineers from the name.
  - Vice-President Campaign – daunting, discourages people from running. Amendment would result in less travel, virtual campaigning, compact schedule. You would have a VP-elect traveling to meetings with the intent to learn and not to campaign. Another amendment would remove ballot by petition.
  - Town hall for candidates reached about 100-200. Low attendance, published as podcast.
  - Add links to town halls with the election materials
3. Goal to simplify dues to streamline administration
  - Recommendation to review bylaws for each section/chapter to see what revisions are needed to make dues changes.
  - Mark appointed dues committee: Dalene, Walter, Cathy, Joe, and Mark. Action Item: Dues Committee will develop recommendations regarding dues simplification.
  - Walter will request Southern California Section to stop having ITE HQ collect \$10 dues from students.

**X. District Administrator's Report (Whitlock)**

1. SF Bay Area updated the bylaws which were approved by membership vote.

**Motion:** To approve SF Bay Area Section updated Bylaws: Alyssa, Second: Cathy, Vote: Approved

2. Insurance for section and chapters: Colleen Agan has outlined what the insurance is – directors and officers covered (misstatements, breach of duties), employment practices liability (third party contracts), fiduciary insurance – we do not have as of now.

**Action Item 5:** Dalene to investigate fiduciary insurance – what coverage we have and may need. Check to see how much it would cost to increase the District's coverage to cover our sections.

3. Issue with Department of Justice Charitable Trust application. The letter from the IRS simply calls us ITE Inc. All our other paperwork says District 6. IRS to send copy with District 6 and submit to the charitable trust for approval.

#### **XI. WesternITE Managing Editor's Report (Paskey)**

1. Joey provided a written report on WesternITE goals and indicated that WesternITE circulation is at approximately 4,207, with 3,742 members receiving E-news. Joey was unable to attend in-person or over the phone. She has completed her appointed term and decided to step down as managing editor.
2. Erica Jensen from the Alaska Section has accepted the position
  - Mark formally appoints Erica Jensen as WesternITE Managing Editor

#### **XII. Advertising Manager's Report (Sweeting)**

1. Rob was not present. Cathy presented the report stating that we should be ahead of our projected income of \$15,500.

#### **XIII. Website Manager's Report (Link)**

1. Technical compendium will be updated with the 2017 packet when complete. Plan was to discard any compendium older than 5 years but will keep 2012 until space is needed.
2. Justin explained tracking of website visits.
3. Headers are rotated every quarter and we are looking for photos to feature.

#### **XIV. Committee Chair Reports**

##### **A. Advisory Committee (Leong)**

1. Nothing to report.

##### **B. Technical Committee (Kothari)**

1. Van Wagoner: between 8 – 11 articles are typically reviewed for this award
2. Section activities: between 9-11 reports received over past 5 years. 9/10 sections that submitted Annual Reports have EINs
3. Annual Meeting Paper: 8 papers were eligible for this award this year
4. Data collection fund: 9-10 proposals each year. 3 reports were approved and 2 are incomplete. We will be funding an extra data collection award next year.

##### **C. Membership Committee (de la Garza)**

1. Increase of about 100 members this year with 76 fewer student members.
  - Hawaii has highest percent gain – 30 members
  - SoCal has highest member gain – 88 members

##### **D. Legislative Committee (Mericle)**

1. All 13 states in the District have active legislation.

2. SB1 has increased gas tax in CA – doubled agency revenue.

**E. Career Guidance Committee (McNeill)**

1. Three career development sessions for Annual Meeting:
  - 14 volunteers signed up for the resume review workshop
  - Skits session will focus on workplace situations
  - 21<sup>st</sup> Century Workplace Panel
2. Committee Awards
  - Only one submittal for Best Paper by YP
  - Only one submittal for Employer – Iteris
  - YP Achievement had 3 nominees – Kimberly Leung winner

**F. Vendor Committee (McKhann)**

1. 44 booths secured for the 2017 meeting
2. Created a list for the LAC with 200+ vendors and will add lessons learned after the 2017 meeting

**G. Student & Faculty Initiatives Committee (Scharf)**

1. 2 proposals for the Kell Competition – UC Berkeley’s competition idea was selected. 40-50 students expected to participate today.
2. 9 teams have pre-registered for the Student Traffic Bowl
3. 3 Student Papers submitted – winner from University of Hawaii
4. Outstanding Awards – 3 nominees for undergrad, 6 for graduate, and 6 for educator.
5. New student chapter – Gonzaga

**Action Item 6:** Danielle to check with Rhonda at Gonzaga on how sharing officers with other organizations is working.

**H. Student Endowment Committee Report (Leung)**

1. Currently at about \$529,000 with \$18,000 in expenditures for current student activities
2. Travel Scholarship: \$500 to a student from each region. Application requires a form, essay, and ITE involvement resume. Updates to chair duties included in the board report
3. Mitey Race – Family/Friends: 1<sup>st</sup> – Mitey Montanans, 2<sup>nd</sup> – Mitey Minions, 3<sup>rd</sup> – 5.75 Moores.  
Student: 1<sup>st</sup> – CSUF, 2<sup>nd</sup> – CSUF, 3<sup>rd</sup> – SD State

**Break for lunch 11:45 – 12:35**

**I. Public Relations Committee (Stanis)**

1. Increased communications by reaching out to section leaders
2. Individual and Lifetime Achievement award videos completed
3. Next major task is the ITE Promo Video



4. Also revising and updating the committee strategic plan

**J. Traffic Bowl Committee (Ackeret)**

1. Not present. The report in the Board Meeting Packet stated the traffic bowl event was coordinated with the LAC with other people stepping in as Ken will not be present at the event. Both the student and professional traffic bowl MCs and judges have also been assigned.

**K. LAC Liaison (McCourt)**

1. Now have 25 years of historic attendance data and venue sizes as well as historical sponsorship and vendor data from 2010 on.
2. LAC Chair for 2021 – change to Pam O’Brien.

**XV. Future Annual Meetings**

**A. 2022 Annual Meeting Presentations**

1. Joint Nor Cal/Nevada/SF Bay Sections
  - Presentation by Cameron Shew, Devin Moore, and Paul Stanis
2. Riverside San Bernardino Section
  - Presentation by Carlos Ortiz, Dennis Acuna, and Gianfranco Laurie
3. Idaho Chapter
  - Presentation by George Van Horn, Idaho Chapter President. Cody Luper to chair.

**Break/Executive Session for LAC Selection 1:40 to 1:55**

4. The Board selected two Annual Meeting sites to restore the five year horizon that the District has had in the past. Annual Meeting Selections -
  - 2022 Annual Meeting – Palm Springs
  - 2023 Annual Meeting - Boise

**XVI. Annual Meeting Reports**

**A. 2017 San Diego (de la Garza)**

1. Hit room nights at 120% minimum and have 370 full registrants
2. \$40,000 in sponsorships with sold out vendor show. As of now, showing \$20,000 in the positive

**B. 2018 Keystone (Waldman)**

1. Meeting dates are June 24<sup>th</sup> to 27<sup>th</sup>
2. Would like to have registration up by September with early registration through February
3. Eliminate Kell Competition from LAC budget as it’s paid for by the endowment fund
4. District advanced \$2,500 for the first MOU
5. Texas normally outsources registration including on-site support. Website quotes for \$17,000 and \$8,500. The LAC is still exploring the best option.

6. Transportation – special shuttle from airport would be \$50 per person one-way

**Motion:** To approve registration rates as provided in the LAC report: Alyssa, Second: Cathy, Vote: approved

7. Budget advances due to the hotel in December (\$5,000) and in May (\$5,000)

**Motion:** To advance \$3,500 to Keystone LAC (2<sup>nd</sup> MOU): Walter, Second: Alyssa, Vote: approved

**C. 2019 Monterey (Leung, Link)**

1. Finance Chair changed from Dalene to Paul Stanis
2. Presented preliminary program for discussion
3. Preliminary budget to be presented at midyear
4. Requesting \$2,000 advance

**Motion:** To advance \$2,000 to Monterey LAC: Walter, Second: Cathy, Vote: approved

**D. 2020 Honolulu (Leong, Dorman)**

1. Signed hotel contract with \$259/night and \$177/night government rate
2. Meeting will be June 28th to July 1st.
3. Preliminary space plan presented
4. Looking into the luau – either joint event with hotel or private event

**E. 2021 Portland Joint International Meeting (Wells)**

1. Update by Randy McCourt
2. Pam O'Brien will be LAC chair
3. Jeff Paniati commented that International is hesitant on using the convention center space
4. Randy indicated that the LAC will need to resolve space and financial by end of this year, otherwise may need to move location

**XVII. Old Business**

**A. Section/Chapter Leadership Handbook (Rodriguez)**

1. The presentation has been given to 3 sections with the shortest being 10 minutes and the longest was an hour long detailed review.
2. Appropriate for Senior ID responsibility but since all members of the board travel, anyone can give the presentation. Senior ID will need to keep links updated and coordinate presentation with traveling board members.
3. The Leadership Manual from International is being updated.

**Action Item 7:** Alyssa to send updated PowerPoint file to Justin to post on Western District website.

**B. Travel Policy Revision (Spencer)**

1. Travel Policy revisions were introduced at the Midyear meeting to address inadequate funding and inequity for all committee chairs. Goal is to provide committee chairs with travel funds to midyear (airfare) with any left over to be used for annual meeting.
2. Additional discussions with board members and affected chairs were conducted.
3. Changes made previously increased the budget for Committee Chairs from \$2,500 to \$4,500
4. DA receives a separate travel budget and honorarium as their travel is mandatory.
5. Stipends and honorarium result in inequities, and this money could be used in a more equitable manner if transferred to the travel budget.
6. With the budget increased by \$2,000 this year we were able to provide room night reimbursement for the mid-year meeting.
7. Proposed changes to Travel Policy:
  - Eliminate taxable stipends for WesternITE Editor, Website Manager, and Advertising Manager
  - Eliminate DA honorarium
  - Pool stipends and honorarium into a chair travel budget – increases from \$4,500 to \$10,500
  - This would take effect for the upcoming fiscal year
  - Proposed changes in the travel reimbursement policy would allow Chairs to receive reimbursement for other expenses beyond airfare; this would be similar to the Board

**Motion:** To approve the seven recommended changes as shown in the report and approve changes to the travel policy: Walter, Second: Karen, **Vote:** Approved 5 to 1.

**Action Item 8:** Neelam to update VP duties to require that the Vice President prepare a travel budget for Committee Chair travel at the beginning of the year.

**XVIII. New Business**

**A. Council Report (Huffine)**

1. Executive Committee on Traffic Engineering Council – working on projects and defining new roles. Chuck is serving as liaison to the Western District.

**B. 2017-2018 Budget Review and Approval (Dorman)**

1. Neelam presented the proposed budget noting special items:
  - 490: no more withdrawals will be requested from ITE HQ out of the Van Wagoner Award Fund as status of whether there is any balance remaining is unclear
  - 518: Keystone LAC is asking for \$3,500 advance
  - 639: Chair Travel funding \$10,500 after motion
  - 804: Eliminate WesternITE Editor's Stipend
  - 805: Eliminate Advertising Coordinator's Stipend

- 809: Eliminate Web Manager's Stipend
  - 935: Eliminate District Administrator's Honorarium
2. Budget balanced with positive \$50

**Motion:** To adopt changes to the 2017-2018 budget as recited and recommend to the membership for approval: Walter, Second: Karen, Vote: approved

**Motion:** To adjourn meeting: Karen, Second: Cathy, Vote: Approved

**Meeting adjourned at 3:37**

**Next Board Meeting: January 26, 2018, Oakland, CA**

**Summary of Action Items from 2017 Annual Board Meeting:**

1. Cathy to amend VP duties and travel policy to add annual budgeting of committee chair travel.
2. Mark to contact section boards to ensure that taxes become a part of the board action items.
3. Walter to place initials and revision date in footer of ID duties document and submit to Dalene.
4. Karen to provide article on advocacy for E-news.
5. Dalene to investigate fiduciary insurance – what coverage we have and may need. Check to see how much it would cost to increase the District’s coverage to cover our sections.
6. Danielle to check with Rhonda on how sharing officers with other organizations is working.
7. Alyssa to send updated PowerPoint file to Justin to post on Western District website.
8. Neelam to update VP duties to require that the Vice President prepare a travel budget for Committee Chair travel at the beginning of the year.

**Action Items from 2017 Mid-Year Board Meeting:**

1. Cathy and Mark to finish meeting minutes to be approved at Annual Meeting. Walter to send his notes on motions to fill in minutes.
2. Walter to check with Pat Gibson on history and status of Van Wagoner Award. Alyssa to find out more about the full fund and how much we have been contributing.
3. Alyssa to add updating the Leadership Orientation tool to the Senior ID duties. Alyssa to rollout at the Intermountain meeting.
4. Walter to conduct survey regarding normalizing a dues structure with all Western District Sections.
5. Dalene to check if Walter can serve as faculty advisor and International Director.
6. Dalene to draft a letter to both Greater Oregon and Oregon regarding rescinding the Greater Oregon Charter.
7. Amit to send out email to verify recipient addresses and check addressee.
8. Janna to follow up with Randy regarding vendor issues.
9. Kim to revise strategic plan now that we're hit our goal. Kim to prepare details on Regional Travel Scholarship Program.
10. Walter to inform ITE Headquarters of District support of Portland as 2021 Meeting site.
11. Mark to ask Oregon for 2021 written report. For 2022, Mark will send invitations to all three interested with specific questions to address prior to their Board Meeting presentation.
12. Cathy and Mark to prepare a proposal to pull stipends into a chair travel budget. To be discussed at the next board meeting.